Google Ads Pre Launch Checklist

Before you spend a cent, run this quick check to avoid wasted clicks and messy data.

- [ ] **1. Strategy and funnel stage confirmed**
  - You are launching the right thing (TOF, MOF, or BOF)
  - No drifting into a different stage at launch
- [ ] **2. Conversion tracking set up and tested**
  - GA4 is installed and receiving data
  - Key conversion actions fire on a real test (not a guess)
- [ ] **3. Conversions match the site**
  - Lead gen: forms, calls, email clicks, downloads (as relevant)
  - Ecommerce: product view, add to cart, checkout, purchase
- [ ] **4. Keywords pass the budget reality check**
  - Your budget can sustain enough clicks to learn
  - You are not chasing $50 CPCs on a $500 budget
- [ ] **5. Negative keywords added before launch**
  - Block obvious junk intent (free, jobs, courses, competitors as needed)
  - Start with a baseline list, then expand from search terms
- [ ] **6. Location targeting is locked in**
  - Presence is set to: Users in the location
  - Service areas are correct for your business
- [ ] **7. Ads, keywords, and landing pages align**
  - Each ad group maps to the right landing page
  - Headline and CTA match what you are tracking as a conversion

Want a second set of eyes before you launch?

Book a free Custom Performance Strategy Session with Hoopla and get a clear plan for what to fix, what to launch, and what to ignore.